

**ALZHEIMER'S ASSOCIATION**  
**Michigan Great Lakes Chapter**  
**June 2014**

**Walk to End Alzheimer's Manager**

This position is responsible for year- round coordination and implementation of several regional Walks to End Alzheimer's®. The position is a key member of the Development Department.

This position will be located in the Chapter's Kalamazoo office.

**Overall Responsibilities:**

- Oversee the successful implementation of several regional Walks to reach aggressive fundraising goals.
- Manage community-based volunteer committees for each Walk location. Committees include volunteers to help manage logistics, walk team recruitment and engagement, corporate sponsorships, and promotional aspects of the Walk.
- Assist in the identification and cultivation of volunteer leadership on a continual basis.
- Manage a detailed Walk fundraising plan with volunteers and chapter staff.
- Manage the day-of- experience for Walks.
- Evaluate event success against projected goals and accomplishments, analyze results and make recommendations for course corrections throughout the year.

**Volunteer Committee Management**

- Help establish committee goals, track progress, train and coach committee members as necessary.
- Build and maintain positive relationships with committee volunteers.
- Keep in close communications with the committee leadership, attend committee meetings, and provide resources and expertise as needed.
- Implement a stewardship plan to thank and acknowledge committee members.

**Marketing & Outreach**

- Build relationships with community leaders, business owners and other service agencies for partnerships, volunteer recruitment, sponsor recruitment and other fundraising opportunities.
- Work collaboratively with Communications Director on Walk-related promotions.
- Help ensure benefit fulfillment for corporate sponsors.

**Walker & Team Management**

Provide support and assistance to participants with online registration, developing personal Walk websites, and questions related to team captain duties, donations and fundraising.

**Event Logistics**

- Manage day-of-event logistics including registration, set up, walker refreshments, sponsor tables, program tables, etc. to ensure Walk runs smoothly.
- Create and manage engaging "walk experience" for participants including Opening Ceremony and Awards Ceremony details.
- Ensure venue applications are submitted and approved in a timely manner
- Ensure event insurance is obtained for each Walk location.

- Recruit volunteers for parking assistance, staffing tables, set-up and tear-down assistance and spirit stations along the route.
- Coordinate all supplies and inventory for day-of-event.
- Coordinate chapter staff and board participation in Walks.

### **Gift Processing & Donor Recognition**

- Ensure Walk donations are accurately recorded, processed and acknowledged.

### **Qualifications**

- Bachelor's Degree
- Three years of experience in a related field; ideally working in a non-profit with fundraising, volunteer coordination and/or event management responsibilities.
- Ability to work a flexible schedule, including late evening and early morning work as needed (average 2-3 times per month) and Saturdays and Sundays during Walk Season (August-September).
- Excellent oral and written communications with the ability to present with poise, confidence and professionalism to diverse committees.
- Ability to work independently with little daily supervision.
- Ability to prioritize, coordinate and advance several projects simultaneously.
- Strong verbal, written communication and interpersonal skills
- Excellent computer skills include Microsoft Office (Word, Excel, PowerPoint), Email and the ability to learn donor software systems.

### **Other**

- Must have a car and valid Michigan driver's license for travel off-site to events and meetings
- Must be able to bend, lift, carry, transport, and set up a variety of print and event materials related to Walk to End Alzheimer's (weighing up to 35 pounds)

### **Desired Requirements**

- Special event and fund development experience preferred
- Experience with Convio Luminate, Gmail suite, and fundraising ethics
- Public-speaking experience

### **Note:**

This job description in no way states or implies that these are the only duties to be performed by the job holder. He/she will be required to follow any other instructions or perform any other duties as requested by his/her supervisor or manager. This is not meant to be an exhaustive list of job duties. Essential elements may change when necessary.

### **Equal Opportunity Employer**

**To Apply:** Send cover letter and resume to Claire Hughes, Development Director, at [chughes@alz.org](mailto:chughes@alz.org) . No phone calls please.